



September 15, 2004

Dear Friends of the Collegiate Dairy Contest:

Yes, it is that time of year again! The 83rd Annual Collegiate Dairy Products Evaluation Contest is scheduled for **Friday, November 5, 2004**. We look forward to your participation in this year's event at Publix Super Markets' dairy plant in Lakeland, Florida.

Publix is one of the 10 largest supermarket chains in the U.S., with over 800 stores in the Southeast and three dairy processing plants. The Lakeland plant is part of the company's headquarters and also processes deli and bakery items.

We respectfully invite you to consider the many ways to support this exciting competition. If you have previously contributed to the Contest, we sincerely thank you. Please contemplate serving again this year. If this would be your initial involvement, we welcome your participation!

Here are a few ways to support the Collegiate Contest:

1) Serve as a juror for the Joe Larson Award (*Please find attached program information regarding this award*)

- Juror responsibilities: The award application consists of a one-page letter from the coach and a one-page essay by the student. After the application deadline of Friday, October 1, 2004, each juror will receive these simple materials from IAFIS. Each juror is to review, score and return materials to IAFIS within two weeks.

2) Serve as a Contest Proctor

- Proctor responsibilities: Contest Proctors serve as representatives of the Superintendent and Assistant Superintendent. Their primary responsibility is to oversee one or more groups of contestants, ensuring that their participation in the contest flows smoothly. Proctors should be present at the pre-contest meeting held prior to the start of the contest for introductions and instructions.
- Proctors serve as the primary point of contact for contestants who need assistance during the contest. As you can see, this assistance is vital to ensuring the integrity of the contest. The pre-contest meeting begins at 7:30 am on Friday, November 5, 2004, with the official contest start scheduled at 8:30 am. The contest will end around 1:30 pm.

3) Attend the Contest social event

- Attendee responsibilities: Friday, November 5, 2004, 6:00 – 8:00 pm. This affair promises to be fun, relaxing and rewarding for everyone after an exciting day. It will be an excellent chance for you to get to know some of the dairy industry's future leaders.



4) Attend the Contest awards breakfast

- Attendee Responsibilities: Saturday, November 6, 2004, 7:30 – 9:30 am. Honor the achievements of the best and the brightest dairy and food science students by attending this breakfast. See which teams come out on top in this year's competition.

If you are unable to commit at this time, could you please provide recommendations of others who might be willing to help?

In either case, please reply as soon as possible so that we may proceed promptly. Please find attached a Participation Form for your reply. In the event that you will be joining us in Lakeland, please find attached a Collegiate Contest Housing Information form. Thank you in advance for your time and your commitment to the Contest.

Also, look for contest updates and other information on the Collegiate Contest website, located at <http://www.ams.usda.gov/dairy/cdpec>.

If you have questions, please contact me at kcantrell@iafis.org or (703) 761-2600 ext. 213. I look forward to seeing you in Lakeland!

Cordially,



Kate Cantrell
Contest Coordinator